



INSTITUTION'S INNOVATION COUNCIL (IIC)

SWARNANDHRA

COLLEGE OF ENGINEERING AND TECHNOLOGY

Seetharampuram, Narsapur.

Report of the Effective Sales And Marketing Strategies For Entrepreneurs

Social Media	
Face book	Swarnandhra Autonomous
YouTube	SCET -IQAC

Academic Year	2024-2025
Program driven by	IIC Calendar Activity
Quarter	II
Title of the Program	Effective Sales And Marketing Strategies For Entrepreneurs / Startups
Programme Type	Level -2 Workshop
Programme Theme/Thrust area	Workshop on Effective Sales And Marketing Strategies For Entrepreneurs / Startups
Program Stats Date	29/ 1/2025
Program Ending Date	29/1/2025
Number of Students Participants	62
Number of Faculty Participants	6
Number of Expert Participants	01
Expenditure, If Any	0
Mode of Delivery	offline
Program Objectives	A program focused on "Effective Sales and Marketing Strategies for Entrepreneurs" would aim to equip participants with the knowledge and skills to develop and implement comprehensive sales and marketing strategies, including: understanding their target market, crafting compelling messaging, utilizing various marketing channels, aligning sales and marketing efforts, and measuring results to drive business growth, all tailored to the unique challenges of entrepreneurs.

Benefits in terms of learning/skill/knowledge development	Students gained a meritorious knowledge regarding the effective sales and marketing strategies for entrepreneurs
Program Coordinator (S)	Mrs M.Pavani

Programm/ Event Report

Swarnandhra college of Engineering, department of Information Technology in association with IIC organised a one-day workshop on effective sales and marketing strategies for entrepreneurs ,scheduled from 29 jan 2025 at IT seminar hall.and actively parcipated 70 students and 6 faculty members on this workshop.resource person:Mr E.suresh.

Event Photo



SWARNANDHRA

COLLEGE OF ENGINEERING AND TECHNOLOGY

(Autonomous)
Narsapur, West Godavari Dt., Andhra Pradesh





STARTUP INDIA
STAND UP INDIA

Department of Information Technology
in association with
Institution Innovation Council (IIC)
Organizes Workshop on



NATIONAL BOARD OF ACCREDITATION
ACCREDITED BY



MoE's
Innovation Cell
(Government of India)



STARTUP

Effective Sales and Marketing Strategies

For

Entrepreneurs / Startups



2025
JANUARY
29
Wednesday

Coordinators
Mr. Ch Praveen
Mrs. M Pavani

Resource Person:
Mr. E Suresh

Time:
10:00 AM - 04.00 PM

Venue:
IT Seminar Hall

Dr.RVVS Prasad
HoD, Dept. of IT

 **YouTube** Swarnandhra IT Department
 **Swarnandhra Autonomous**



 **GPS Map Camera**

West Godavari, Andhra Pradesh, India

Cm94+fmq, College Rd, Sitarampuram, Andhra Pradesh

534275, India, West Godavari, Andhra Pradesh 534275, India

Lat 16.418143° Long 81.656806°

29/01/2025 12:20 PM GMT +05:30





Participants List

S.No	REG. NO	STUDENT NAME
1	22A21A4645	T.RAKESH
2	22A21A4652	A.MANIKANTA SRINIVAS
3	22A21A4656	U.KARTHIKEYA
4	22A21A4642	K.PUJITHA
5	22A21A4639	S.ANVITHA
6	22A21A4638	P.YEMIMA
7	22A21A4637	P.CHARAN
8	22A21A4636	P.KEERTHI
9	22A21A4634	B.GAGANA SRI
10	22A21A4633	M.DEVIKA
11	22A21A4632	M.RAVINDRA KISHORE
12	22A21A4651	M.PAVAN KUMAR
13	22A21A4631	CH.SRINU
14	22A21A4629	L.PRASAD
15	22A21A4613	K.TEJA SIVA SAI
16	22A21A4654	G.NAVEEN SRI DURGA
17	22A21A4648	V.SIMHACH
18	22A21A4626	K.CHAITANYA
19	22A21A4646	T.JAYANTH
20	22A21A4625	K.SANDEEP
21	22A21A4643	T.MEGHESH
22	22A21A4623	K.RATNA RANJITHA
23	22A21A4655	K.RENUKA
24	22A21A4622	K.SUPRIYA
25	22A21A4650	V.PRAKASH
26	22A21A4619	K.CHANDU
27	22A21A4618	J.JAGADEESH
28	22A21A4617	J.MADHAVI
29	22A21A4616	I.MANI SAI SURESH
30	22A21A4644	T.SYAM
31	22A21A4612	G.KEDARESWARI
32	22A21A4620	K.PRASANTHI
33	22A21A4627	K.RAMA
34	22A21A4609	CH.BIJILI
35	22A21A4608	CH.PESHMA
36	22A21A4604	B.KAVYA

37	22A21A4602	B.VIVEK
38	22A21A4601	A.GAGADEEP
39	23A25A4601	T.MEGHESH
40	22A21A4606	B.SAI
41	22A21A4627	V.PRAKASH
42	22A21A4609	CH.SRINU
43	22A21A4648	V.SIMACHALAM
44	22A21A4621	K.JAGADEESH
45	22A21A4619	K.CHANDU
46	22A21A4601	A.JAGADEEP
47	22A21A4606	B.SAI
48	22A21A4644	T.SYMALA RAO
49	22A21A4638	P.N.K ESWARCHARAN
50	22A21A4601	N.NAGA KANAKA DURGA RAO
51	22A21A4656	A.MANIKANTA SRINIVAS
52	22A21A4640	R.PRAKASH
53	22A21A4613	G.CHIRANJEEVI
54	22A21A4603	B.VINAY BABU
55	22A21A4602	B.VIVEKA SATYA NAGA BABU
56	22A21A4634	M.SAILU DEVIKA
57	22A21A4624	K.KRISHNA REVANTH
58	23A25A6503	K.YATISH
59	23A25A6504	S.SANTHOSH
60	23A25A6505	T.JAGAPATHI
61	22A21A6502	A.VAMSI
62	22A21A6503	A.YASWANTH